

Montgomery County Public Information Office Performance Plan

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October 3, 2008

CountyStat Principles

- **Require Data-Driven Performance**
- **Promote Strategic Governance**
- **Increase Government Transparency**
- **Foster a Culture of Accountability**



Agenda

- Welcome and Introductions
- Impact of PIO on Montgomery County
- PIO At-A-Glance
- Hiring Freeze
- Organizational Chart
- Headline Measures
- Wrap-up and Follow-up Items



Contribution to Montgomery Results

- **A Responsive and Accountable County Government**
- Affordable Housing in an Inclusive Community
- An Effective and Efficient Transportation Network
- A Strong and Vibrant Economy
- Children Prepared to Live and Learn
- Healthy and Sustainable Communities
- Safe Streets and Secure Neighborhoods
- Vital Living for all of Our Residents



Public Information Office At-A-Glance

What PIO Does	How Much?
Promotes the County Executive's priorities and ensures that they are communicated clearly and accurately.	<ul style="list-style-type: none"> FY09 Budget: \$ 523,488 (general fund) Number of Employees: 7.3 WYs
Reaches out and works with County departments and agencies to develop and implement strategies for communicating key messages and persuading the public that they are getting good value for their tax dollars.	<ul style="list-style-type: none"> FY09 Budget: \$ 261,744 (general fund) Number of Employees: 1.5 WYs
Gets out in front of and manages challenging issues and problems by making sure that available information is accurate and complete and that the information is presented in context.	<ul style="list-style-type: none"> FY09 Budget: \$ 130,872 (general fund) Number of Employees: 1.0 WY
Develops interesting and relevant television programs for the County cable channel to educate and inform cable subscribers about County services and issues.	<ul style="list-style-type: none"> FY09 Budget: No general fund budget \$ 720,000 (cable fund) Number of Employees: 3.5 WYs
Adheres to the legal requirements of the Maryland Public Information Act	<ul style="list-style-type: none"> FY09 Budget: No budget Number of Employees: No work years



Public Information Office At-A-Glance

What PIO Does	How Much?
Overall The Office of Public Information – through extensive media relations and direct communications efforts, most in collaboration with departments – supports all of the Montgomery County results	FY 09 Budget: \$1,308,720 (general fund) \$ 720,000 (Cable fund) Number of employees: 9 (9.0 WYs) (general fund) 4 (4.0 WYs) (Cable fund)



Hiring Freeze

PIO Frozen Positions as of 10/3/08

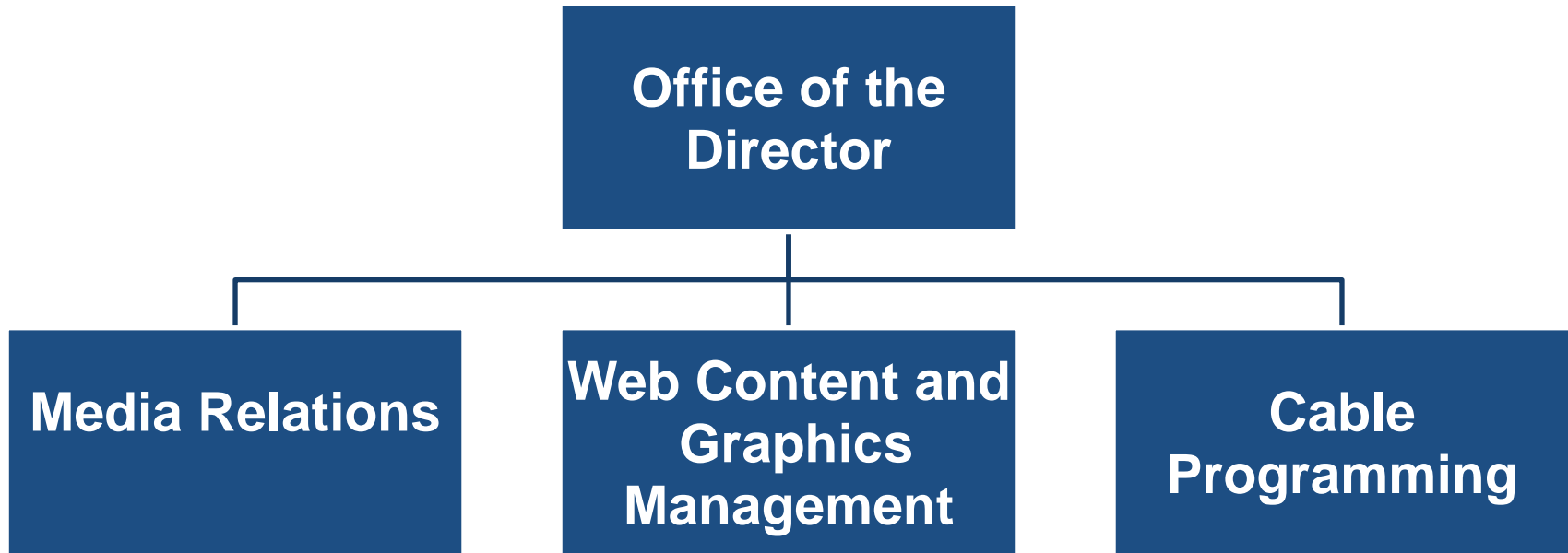
- None.

Hiring Freeze Effects

- None.



PIO Organizational Chart



PIO Headline Measures

Internal Measures

- Overall Satisfaction with PIO services by County departments
- Cost per minute of cable programming produced
- Percentage of press events that address County Executive Results Areas (under construction)

External Measures

- Percentage of MPIA requests completed within 30 days
- Press conference attendance and events
- Accuracy of press coverage on key issues (under construction)



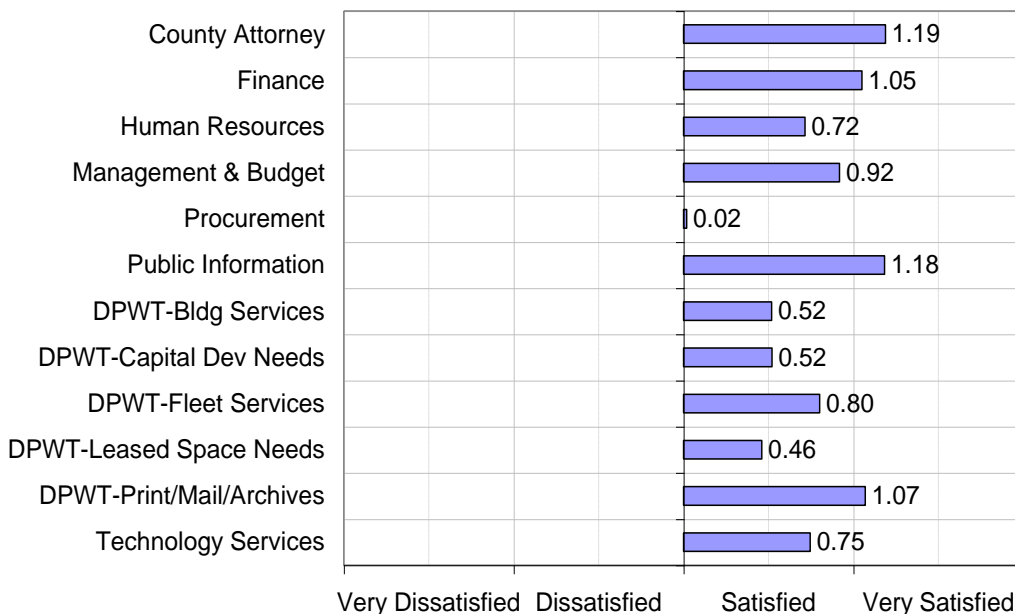
Comparison of Headline Measures to PIO Functions

	Measure #					
	1	2	3	4	5	6
Promote County Executive priorities	X			X	X	X
Increase internal county government communications capacity	X					
Manage issues in proactive manner	X			X		X
Develop interesting and relevant television programs	X	X				
Respond to Maryland Public Information Act requests	X		X			



Headline Measure 1: Overall Satisfaction with PIO Services by County Departments

Quality of Service: Rate your satisfaction with the overall quality of service received by the following Departments.



*Slide Content
Produced by PIO

What constitutes good performance for this measure?

- Overall satisfaction with PIO services should increase

Contributing Factors

- Knowledgeable and competent staff who respond in a timely manner.

Restricting Factors

- Shifting priorities and frequent deadlines.

Measuring internal satisfaction is an important indicator of PIO performance because it demonstrates the office's responsiveness and accountability.

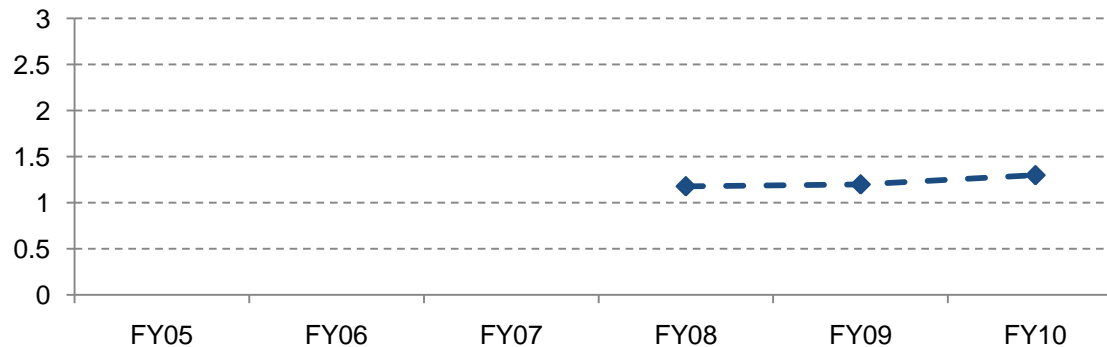


Headline Measure 1:

▪ CountyStat Analysis & Recommendations

- Use yearly internal survey to:
 - Create accurate targets for performance that allow for improvement over time
 - Use the FY08 value of 1.18 as the baseline for the development of targets and projections
- Track PIO satisfaction ratings over time to identify opportunities to improve internal customer service

Internal Satisfaction Rate with Hypothetical Projections

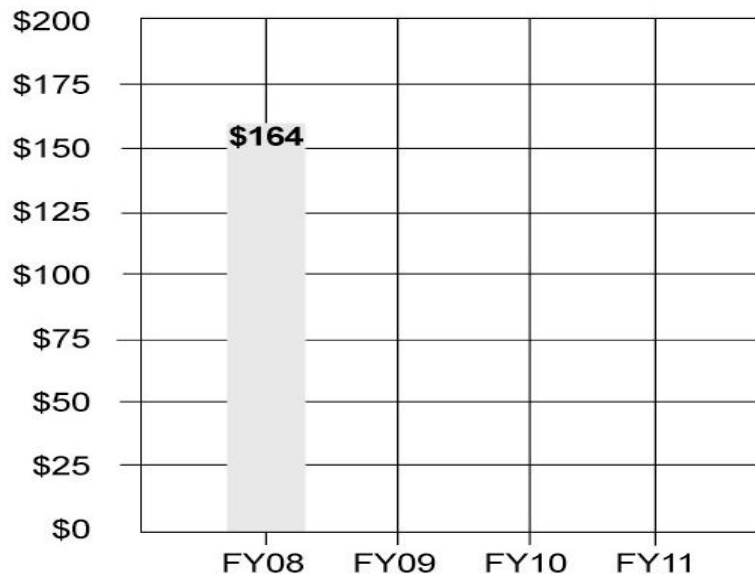


The PIO internal service survey will help determine if they are meeting the demands of the Montgomery County Government employees



Headline Measure 2: Cost Per Minute of Cable Programming Produced

Cost Per Minute of Programming Produced



*Slide Content
Produced by PIO

What constitutes good performance for this measure?

- Cost per minute should remain constant or decrease over time

Contributing Factors

- A knowledgeable and competent staff that efficiently produce programming.

Restricting Factors

- Aging equipment and technical difficulties.

Measuring cost per minute of cable programming is an important indicator of PIO performance because it demonstrates the efficiency and cost-effectiveness of producing shows for the County's cable television channel.

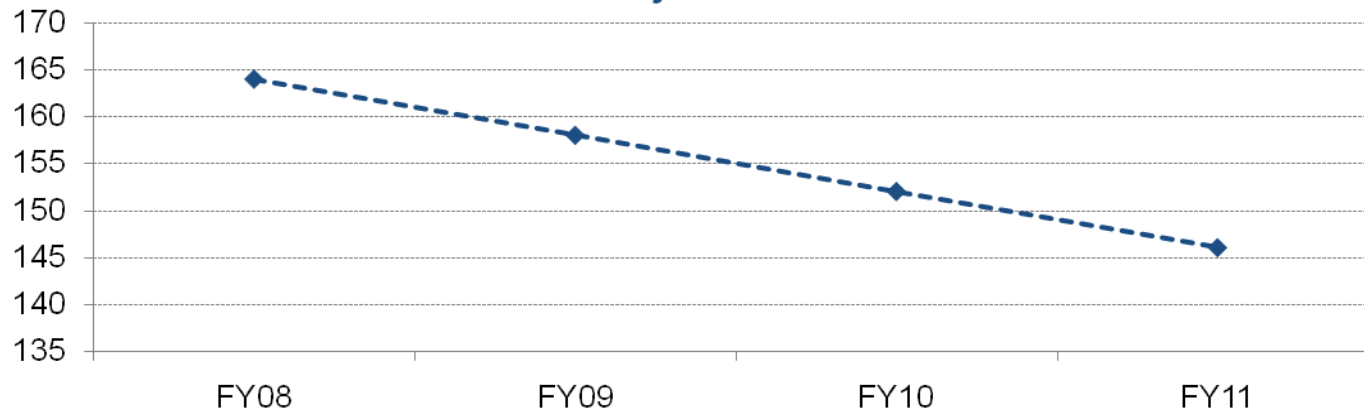


Headline Measure 2:

▪ CountyStat Analysis & Recommendations

- Develop accurate projections for headline performance measure
- Conduct comparative analysis on the effectiveness of different modes of communication (TV, internet, radio, print) in reaching greatest audience
- Conduct cost-benefit analysis that measures the impact of reducing programming cost as it relates to viewer satisfaction
- Examine benchmarks from other jurisdictions to determine how efficient PIO practices and procedures are in comparison to other jurisdictions

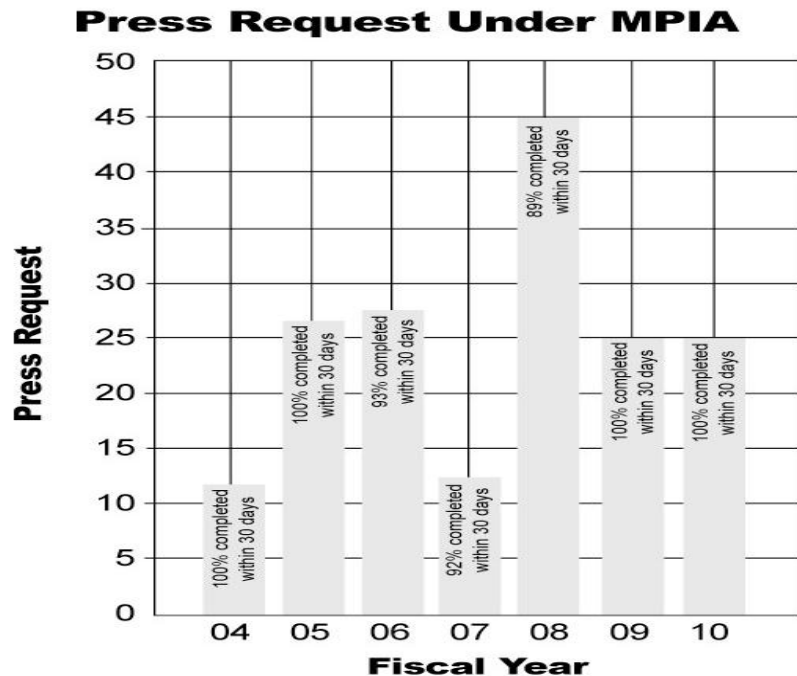
Cost Per Minute of Programming Produced with Hypothetical Projections



In FY08, 62 hours of new programming was produced for the County channel on a budget of \$611,000



Headline Measure 3: Percentage of MPIA Requests Completed Within 30 Days



*Slide Content
Produced by PIO

What constitutes good performance for this measure?

- Percentage of MPIA requests completed within 30 days should remain constant or increase over time

Contributing Factors

- Simple requests for information that exists in the format requested.

Restricting Factors

- Complicated requests that require information gathering from multiple departments and agencies, that require redaction of non-public information, and that require a substantial amount of photocopying.

Measuring the percentage of MPIA requests completed is an important indicator of PIO performance because a legal requirement must be met without budgeted funds or workyears.

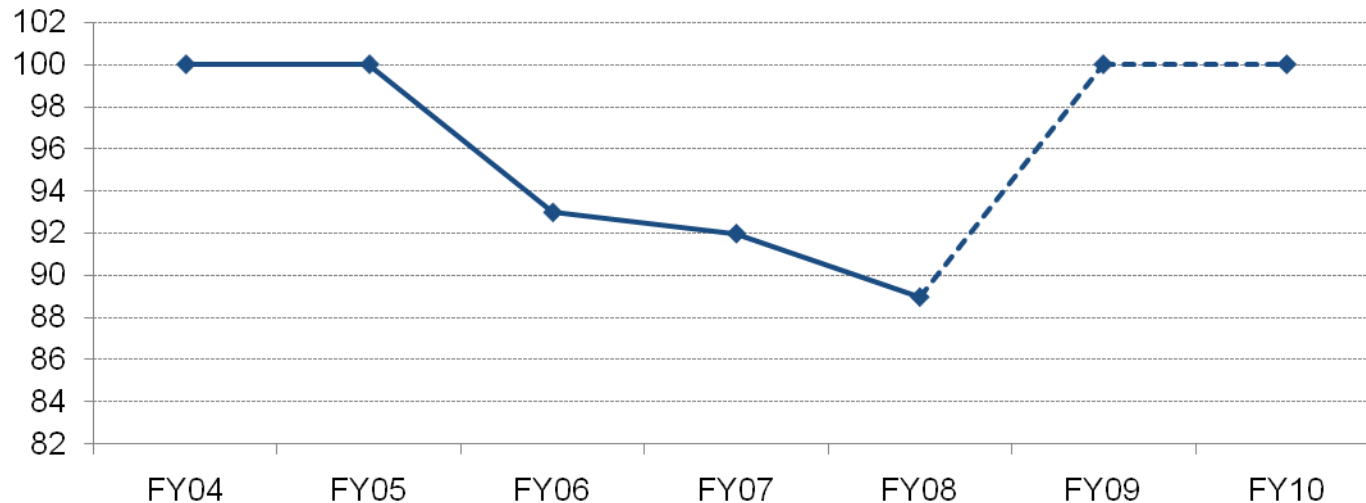


Headline Measure 3:

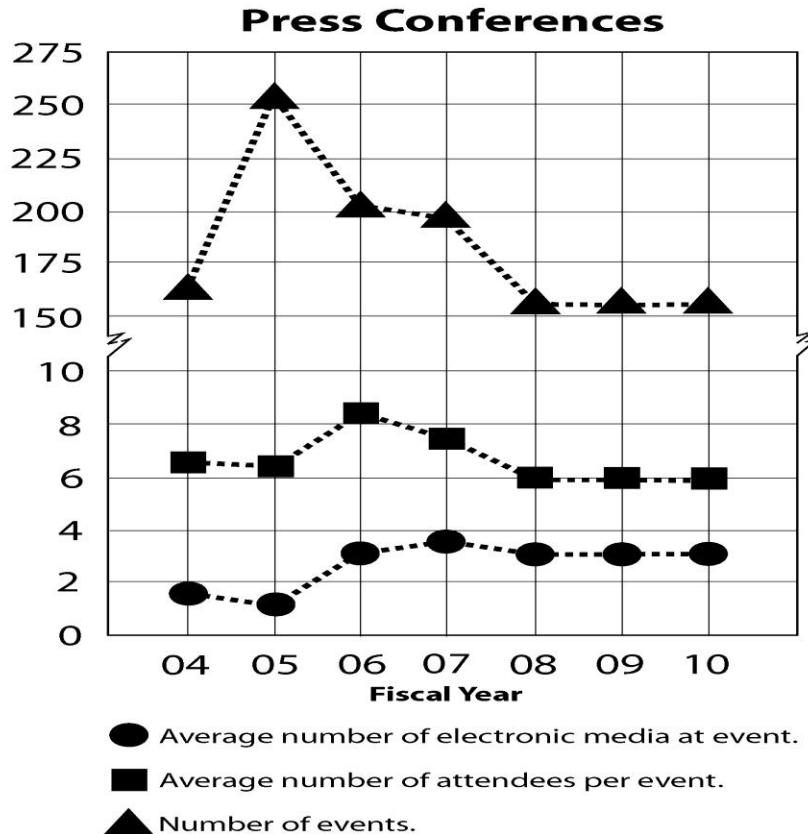
▪ CountyStat Analysis & Recommendations

- Create 30 day threshold in order to:
 - Comply with MPIA legal requirements
 - Create a threshold for completion that can be used from year-to-year
- Track total number of press MPIA requests as a supporting output measure to determine if PIO needs to expand its capacity to deal with MPIA requests due to increasing demand

Percent of MPIA Requests Completed Within 30 Days



Headline Measure 4: Press Conference Attendance and Press Events



What constitutes good performance for this measure?

- Press conference attendance should increase over time

Contributing Factors

- Newsworthy topic of regional interest.

Restricting Factors

- Competition with other breaking news.

*Slide Content
Produced by PIO

Measuring press conference attendance is an important indicator of PIO performance because it reflects the level of success in communicating with the public in this manner.



Headline Measure 4:

▪ CountyStat Analysis & Recommendations

- Develop a no-cost electronic spreadsheet to track press events and attendance that PIO staff update on a weekly basis
 - Capture event time, location, theme, and attendance at event
- Use FY08 data for baseline if reliability and accuracy of previous years' paper-based collection is a concern

Hypothetical Event Tracking Sheet

Date	Time	Location	Theme	Results Area	Attendance
1/14/2009	10:00 AM	255 Rockville Pike Rockville, MD 20850	Pedestrian Safety	Safe Streets Secure Neighborhoods	CE, Chief of Police Washington Post, Baltimore Sun
2/12/2009	6:00 PM	101 Monroe Rockville, MD 20850	Ride-On	Effective and Efficient Transportation	CE, DOT Director Washington Times, Gazette

The PIO currently tracks press events by individual paper-based files that creates extra burden on staff and limits the ability to conduct post-hoc analysis and tracking.



Headline Measure 5: Accuracy of Press Coverage on Key Issues

PIO Example of Data Tracking Sheet

	Fillmore	Public Use Initiative	EMS Fee
Number of Stories	TBD	TBD	TBD
Number of Accurate Stories	TBD	TBD	TBD

*Slide Content
Produced by PIO

What constitutes good performance for this measure?

- Press coverage accuracy should increase over time

Contributing Factors

- Knowledgeable, competent reporters who seek clarity when they don't understand an issue.

Restricting Factors

- Young and inexperienced reporters.
- Competing news that diverts attention and space from our key issues.

Measuring accuracy of press coverage is an important indicator of PIO performance because it demonstrates the effectiveness of the office's communications with press.



Headline Measure 6: Percentage of Press Events that Address County Executive Results Areas

What constitutes good performance for this measure?

- Press events addressing County Executive Results Areas should increase over time

Contributing Factors

- Clear, newsworthy and visual programs and services within the CE Results Areas that are of regional interest and lend themselves to successful press conferences.

Restricting Factors

- County Executive unavailability for participation.

Measuring ability to address County Executive Results Areas is an important indicator of PIO performance because it demonstrates the office's focus on communicating the County Executive's priorities.



Headline Measure 6:

CountyStat Analysis & Recommendations

- Align all press events to County Executive Areas in order to determine if each area is receiving ample attention in the media and public
- Use no-cost electronic spreadsheet developed for headline measure 4 to track which of the County Executive Results Areas had press events dedicated to them

Measure 4 Event Tracking Sheet

Date	Time	Location	Theme	Results Area	Attendance
1/14/2009	10:00 AM	255 Rockville Pike Rockville, MD 20850	Pedestrian Safety	Safe Streets Secure Neighborhoods	CE, Chief of Police Washington Post, Baltimore Sun
2/12/2009	6:00 PM	101 Monroe Rockville, MD 20850	Ride-On	Effective and Efficient Transportation	CE, DOT Director Washington Times, Gazette

Hypothetical Results Area Tracking Sheet

Results Area	Events
A Responsive and Accountable County Government	20
Affordable Housing in an Inclusive Community	15
An Effective and Efficient Transportation Network	14
Children Prepared to Live and Learn	12
Healthy and Sustainable Communities	7
Safe Streets and Secure Neighborhoods	18
A Strong and Vibrant Economy	13
Vital Living for All of Our Residents	5
Total	104
All Events	150
Percent Addressing Results Areas	69



Wrap-Up and Follow-Up Items

Follow-Up Meeting

Performance Plan Updating

